

UNIVERSITY OF MINNESOTA
EXTENSION

EXTENSION CENTER FOR COMMUNITY VITALITY

Appendix to Renville County Local Foods and Farmers Market Survey

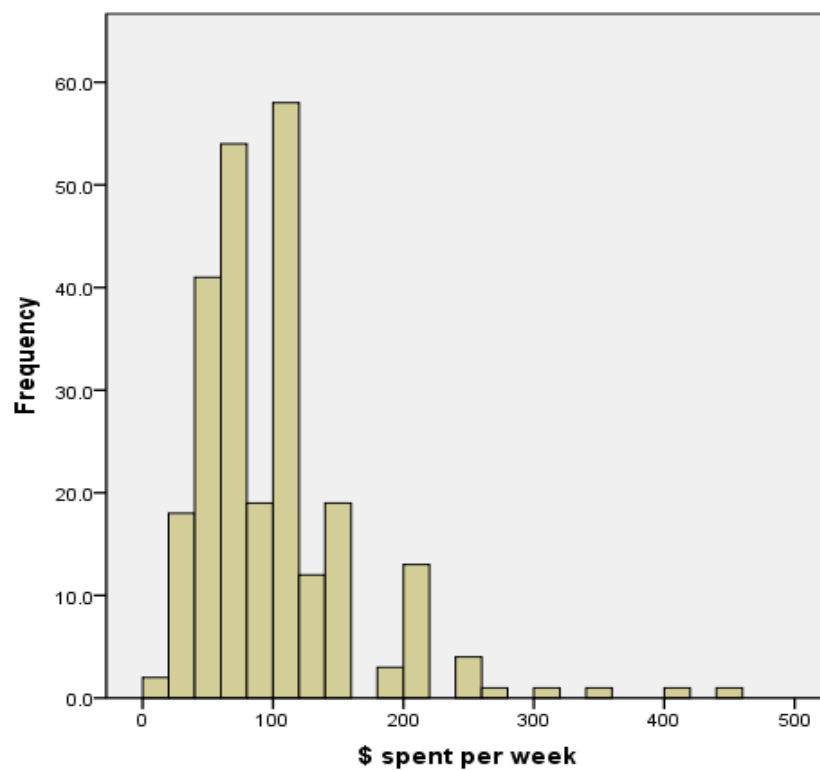
**Complete supporting tables and open-ended comments. Report is separate and available at
<http://www.extension.umn.edu/community/research/docs/renville-county-local-foods-survey.pdf>**

Presented by Ryan Pesch, Extension Educator, University of Minnesota

Question 1: In the past 12 months, where have you obtained food for your household? (Circle ALL that apply.)

	Number	Percent
Grocery store	271	96%
Personal, family, or friend's garden	137	49%
Meat locker/butcher shop	120	43%
Farmer's Market	113	40%
Convenience store/gas station	91	32%
Hunting or fishing	79	28%
Roadside stand	63	22%
Directly from a local farm	50	18%
Grown/raised own meat or dairy products	44	16%
Food pantry/shelf	15	5%
Senior meal program	9	3%
Community garden	6	2%
Internet	5	2%
Direct mail/catalog	4	1%
Community Supported Agriculture (CSA) farm share	0	0%

Question 2: On average, how much do you usually spend per week to feed your household?



N	Minimum	Maximum	Mean	Std. Deviation
248	\$4	\$450	\$95.94	\$61.38

Question 3: What percentage of household food expenses are spent at each location? (Percent of total food expenses)

	N	Minimum	Maximum	Average	Std. Deviation
Convenience store/gas station	116	1	90	7.7	10.3
Farmers market	116	1	25	6.9	5.1
Directly from a local farm	84	1	100	32.0	35.1
Grocery store	236	2	100	73.0	22.3
Prepared food eaten away from home (fast food, restaurant)	196	1	85	12.3	12.1
Specialty food store (locker, bakery)	115	1	30	8.7	7.4
School	29	1	80	12.4	15.7

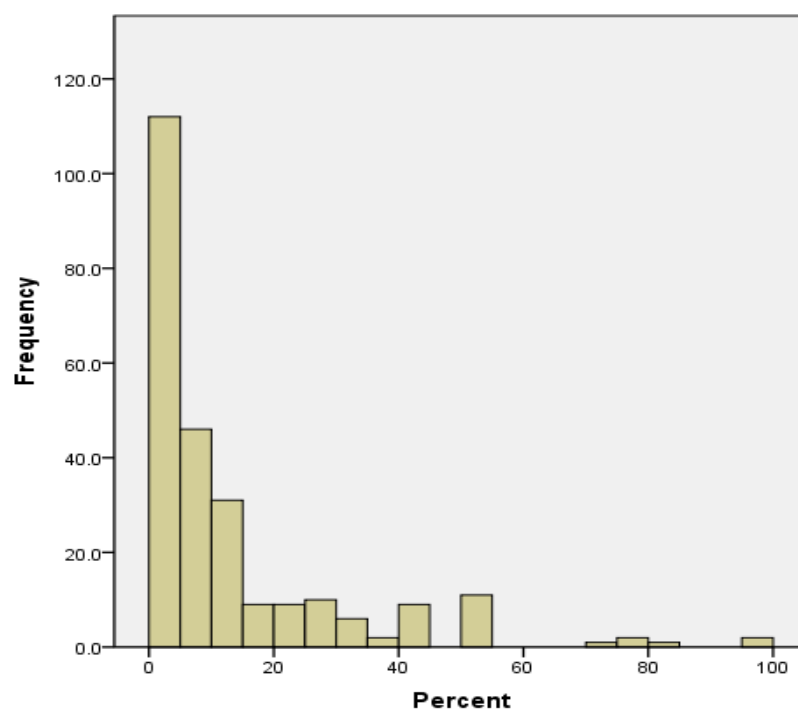
<i>Other Location</i>	<i>Percent</i>
Ate in complex	1
Eat lunch at worksite 4 days a week.	1
Internet	2
Garden/canned at home	5
Our garden	5
Garden	5
Garden	5
Our garden	5
Alco, drug & hardware store	10
Schwan's	10
Bar	10
Home garden	10
Grown/raised	15
Fare for All	15
Home-grown	15
Canned	15
Home garden	20
From own farm/garden	20
Home-grown	20
Co-op	24
Garden	25
Costco	25
Wal-Mart	30
Own farm and garden	40
Our own meats and vegetables.	45
Wal-Mart	50
Wal-Mart	75

Question 4: What types of foods do you grow/raise for your own consumption?

	Number	Percent
1. Do not grow/raise any food	87	30.9%
2. Meat	37	13.1
3. Vegetables	180	63.8
4. Fruit	73	25.9
5. Dairy products	1	0.4

6. Other (Please specify): Corn (ethanol), beets (sugar), eggs, herbs, tomatoes

Question 5: What percentage of your total food consumption do you grow/raise yourself?



N	Minimum	Maximum	Mean	Std. Deviation
251	0%	95%	11.21%	17.33%

Question 6: How IMPORTANT are the following factors in your decision about where to purchase your household's food?

	<i>Not at all important</i>			<i>Very important</i>		
a. Offers <i>fresh</i> meats, dairy, or produce	1	1	2	11	31	55
b. Sells <i>best tasting</i> meats, dairy, or produce	2	1	2	11	36	48
c. Has lowest prices	1	2	9	39	24	36
d. Displays are attractive	10	9	21	36	16	9
e. Offers a wide variety of foods	4	2	8	28	34	24
f. Has organic food available	35	18	18	12	11	7
g. Offers food grown or raised in an environmentally supportive way	16	9	23	24	16	11
h. Offers food grown or raised in my local area	6	7	18	29	25	15
i. Offers food grown or raised in Minnesota	5	6	16	26	30	17
j. Supports my local economy and jobs	1	3	10	23	35	29
k. Has competitive prices	1	2	3	23	31	40
l. I personally know the food producer	22	16	25	21	8	8
m. The location is convenient	2	1	2	30	34	31
n. My friends or family shop there	27	15	26	17	8	8
o. The hours of operation are convenient	3	3	9	29	29	28

Question 7: How important is buying *local food* to you? (Percent)

<i>Not at all Important</i>				<i>Very Important</i>	
3%	5%	15%	32%	26%	19%

Question 8: Would you be more likely to purchase foods from local growers if they ...? (Percent)

	<i>Not at all likely</i>			<i>Very likely</i>		
a. Were offered in ready-to-cook form (chopped, etc.)	23	20	22	22	9	4
b. Came with information on how to prepare them	19	17	26	21	9	8
c. Were available in your local grocery store	4	3	11	30	28	24
d. Were delivered to your doorstep	29	17	25	15	7	8
e. Were available for purchase on the Internet	55	19	16	7	2	1
f. Were available as a restaurant menu item	22	14	26	21	12	6
g. Were offered in ready-to-eat form	26	14	24	21	10	5
h. Were less expensive	5	4	12	23	30	26
i. Were available over a longer season	5	5	8	27	33	24
j. Were better quality	7	5	9	25	31	24

k. Other

- At a store so I could use a debit card
- Closer, more convenient
- Hours more accommodating
- Location
- More availability of dates open
- Nearby
- Sold earlier in the day, 4pm is too late
- Something not found in the grocery store
- Something we don't raise ourselves
- Were better quality than the ones in the local grocery

Question 9: Please list the top six foods that you would most likely consider purchasing if available at local farmers markets or directly from local producers.

Tomatoes	87
Potatoes	71
Vegetables	70
Fruit	63
Cucumbers	54
Sweet Corn	53
Onions	46
Squash	40
Apples	38
Eggs	38
Meat	33
Carrots	31
Green Beans	27
Beef	26
Strawberries	25
Bread	22
Chicken	22
Beets	19
Pork	19
Lettuce	18
Watermelon	18
Corn	17
Melons	17
Cabbage	16
Peas	15
Asparagus	11
Peppers	11
Jams/Jellies	9
Beans	8
Canned goods	8
Jams	8
Zucchini	8
Baked Goods	7
Berries	7
Cantaloupe	7
Milk	7
Pickles	7
Radishes	7
Raspberries	7
Corn on the cob	6
Flowers	6
Pumpkins	6
Green peppers	5
Herbs	5
Broccoli	4
Cheese	4

Grapes	4
Honey	4
Kohlrabi	4
Fish	3
Homemade bread	3
Jelly	3
Peaches	3
Pies	3
Snap peas	3
Spinach	3
Bakery items	2
Beef/pork	2
Bell peppers	2
Blueberries	2
Bread/Baked	2
Brussels sprouts	2
Cauliflower	2
Cilantro	2
Dairy	2
Eggplant	2
Garlic	2
Greens	2
Hamburger	2
Jellies	2
Meat	2
Poultry	2
Preserves	2
Rhubarb	2
Avocados	1
Bacon/Ham/Loins	1
Bakery	1
Bananas	1
Beer	1
Berries/apples	1
Bread	1
Bread products	1
Bread/cookies	1
Bread/lefsa	1
Broccoli/cabbage	1
Broccoli/kohlrabi	1
Butter	1
Butternut squash	1
Canned Peaches	1
Canned pickles	1
Canned Tomatoes	1
Canned	1

vegetables/pickles	
Carrots/broccoli	1
Celery	1
Chicken/meat	1
Colored Peppers	1
Cookies	1
Cookies/Baked items	1
Dairy Products	1
Desserts	1
Dill	1
Feed	1
Fruit/berries	1
Garden greens	1
Gluten free products	1
Grains	1
Grass-fed beef	1
Habaneros	1
Hog	1
Jalapenos	1
Lamb	1
Leafy romaine	1
Lettuce/spinach	1
Live Poultry	1
Locally produced honey	1
Low sugar products	1
Meat/Fish	1
Meats	1
Musk Melon	1
Muskmelon	1
New potatoes	1
Non-GMO items	1
Oranges	1
Organic meat	1
Organic pork/chicken	1
Organic Vegetables	1
Pears	1
Pickles/canned	1
Pickles/Cucumbers	1
Pies/bars	1
Pies/fruit	1
Plants	1
Plants & flowers	1
Plums	1
Range raised chicken	1
Red peppers	1

Salsa	1
Sandwich Meats	1
Sprouts	1
Squash/cantaloupe	1
Steaks	1

String beans	1
Turkey	1
Watermelon/cantaloupe	1
Whole grain bread	1
Wild blueberries	1

Wild rice	1
Wine	1
Yellow/Orange Peppers	1

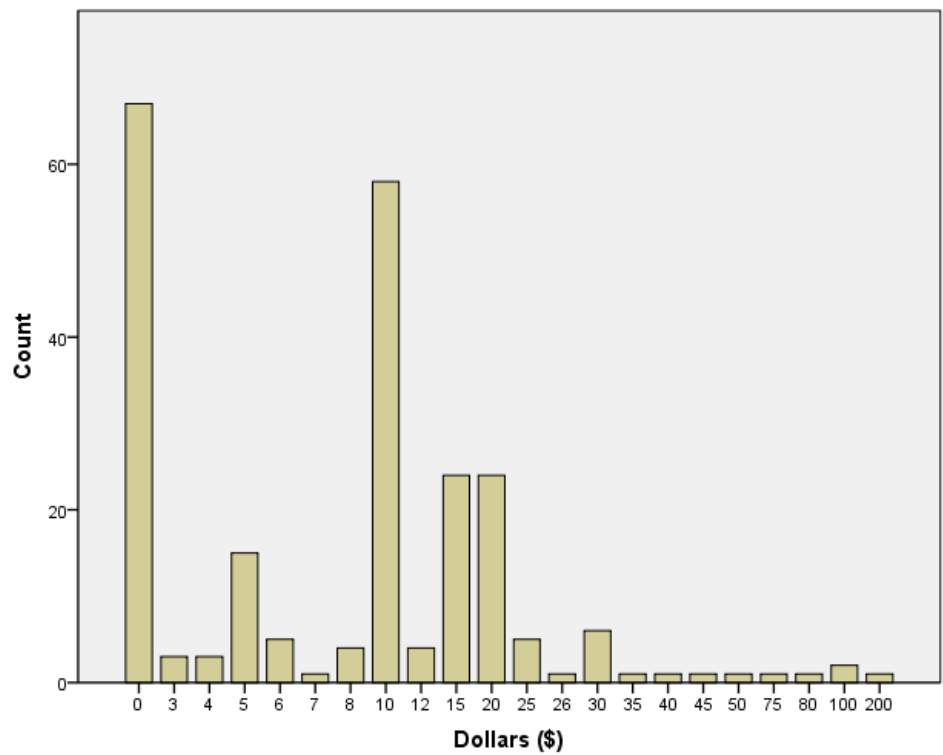
Question 10: There are six farmers markets operating in Renville County. Were you aware of these farmers markets operating in Renville County? (Please circle yes or no.)

	Number	Percent
Yes	194	71%
No	81	30%

Question 11: If yes, how did you first learn about any of the farmers market in Renville County?

	Number	Percent
a. Driving by and saw the market	112	40%
b. Event / activity calendar	38	14%
c. Friend/word of mouth	74	26%
d. Internet	0	0%
e. Mailing	6	2%
f. Newspaper ad	109	39%
g. Newspaper article	40	14%
h. Radio	13	5%
i. Roadside sign	74	26%
j. Don't remember	1	0%
k. Other: This mailing		

Question 12: How much, on average, did you spend per visit to a Renville County farmers market?

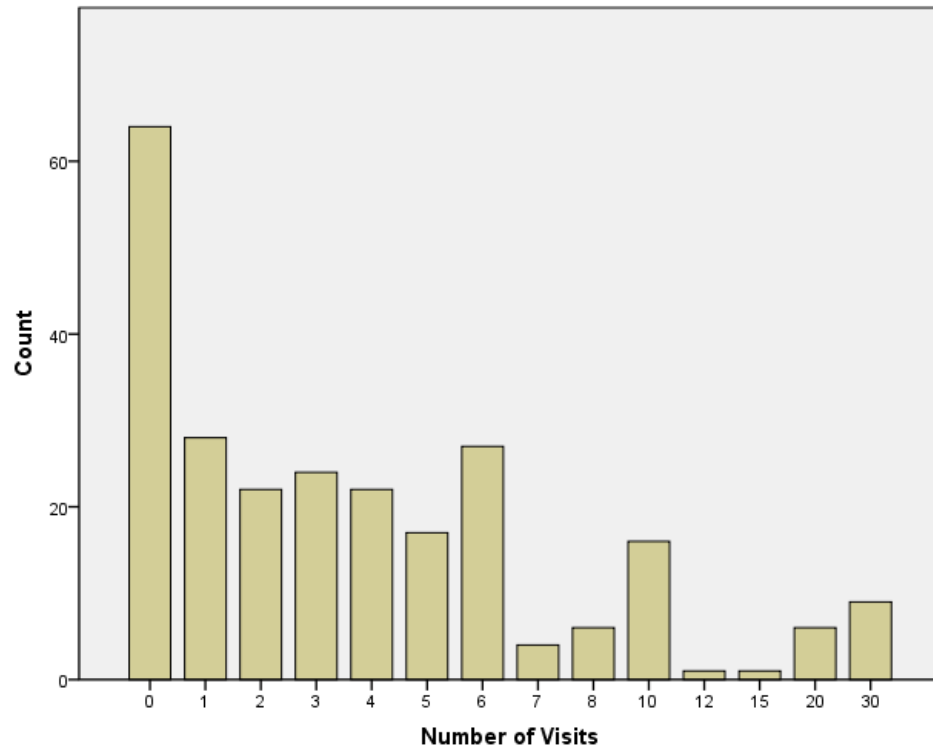


N	Minimum	Maximum	Mean	Std. Deviation
229	\$0	\$200	\$11.74	\$18.65

Question 13: Which farmers market(s) did you visit in the 2010 season? *(Circle ALL that apply.)*

	Number	Percent
Olivia	97	34%
Buffalo Lake	35	12%
Fairfax	47	17%
Renville	30	11%
Hector	23	8%
Morton	20	7%

Question 14: How many times did you visit any of these farmers markets in the 2010 season?



N	Minimum	Maximum	Mean	Std. Deviation
247	0	30	4.58	6.36

Question 15: How would you rate the following characteristics of the Renville County farmers market(s) you visited? (Percent)

	Very poor						Very good					
a. Location	2	2	9	31	27	29	2	2	9	31	27	29
b. Bathroom facilities	33	19	14	22	5	7	33	19	14	22	5	7
c. Parking facilities	3	6	10	33	24	24	3	6	10	33	24	24
d. Cleanliness of market	1	1	4	36	31	28	1	1	4	36	31	28
e. Level of courtesy of vendors	1	1	5	22	35	37	1	1	5	22	35	37
f. Variety of products	1	3	10	34	30	22	1	3	10	34	30	22
g. Quality of products	1	1	2	27	38	32	1	1	2	27	38	32
h. Prices	2	1	8	42	29	19	2	1	8	42	29	19
i. Vendor displays	1	3	12	35	32	17	1	3	12	35	32	17
j. Shopping atmosphere	1	4	7	36	30	22	1	4	7	36	30	22

k. Other: Time of operation, need vendors, hours, no set days (all reported very poor)

Question 16: In your opinion, what can be done to improve farmers markets in Renville County?

"More Variety" or "More Vendors" (n=35)

- Better advertising, more participation, more variety.
- Better advertising, more vendors, better locations.
- More variety.
- More variety in a longer season.
- More variety in a longer season.
- More variety of food, sell more often.
- More variety of foods.
- More variety of vendors.
- More variety, more farmers.
- More variety.
- More variety.
- More variety.
- More variety.
- More vendors.
- More vendors.
- More vendors at Fairfax.
- More vendors, lower prices.
- More vendors, more variety.
- More vendors, more variety.
- More products (Morton).
- More products available.
- More products.
- We need more vendors; Olivia has two.
- Have more sellers.
- Have more vendors.
- Increasing the size of the smaller markets, encouraging more produce participation.
- More produce.
- Need more vendors.
- Non-discriminated vendors, open to all, not just a few vendors. All ethnic vendors, I crave a different diet once in a while.
- Have a bigger selection and more variety of foods. More poultry meats.
- There was not a lot of selection to choose from during my visit.
- Offer more variety.

"Better Advertising" (n=31)

- Advertise more with fliers in mail stating where and when.
- Advertise more.
- Advertise more.
- Advertise more--I live in Franklin and did not know there was one in Morton and one in Fairfax.
- Advertise what products are available and prices.
- Advertise!
- Advertisements more visible and located along highway.
- Better advertisement.

- More advertisement.
- More advertisements!!
- More advertising.
- More advertising as to days and times.
- More advertising of foods and prices.
- More advertising.
- More advertising. Coordinate times so they are not on the same day or same time of day, and send out a list of all of them.
- More public awareness.
- More publicity about where and when.
- More signs on 212 in Renville (not handmade).
- More signs, advertise in local paper more often.
- They need to make more signs.
- Make highway 212 known now that it's closed in town.
- Please post the correct address for Hector State Highway4 and US Highway 212. Signs posted at the sites with days and times posted.
- Brighter signs!
- Buffalo Lake--the road signs are fading. They are put up each Saturday only.

"Don't Know" or "No Input" (n=28)

- Don't go to them.
- Don't know, I've never been to one. I raise my own food--beef, pork, chicken and vegetables.
- Don't know.
- Don't know.
- Have not gone to any
- I have no idea.
- I have none.
- I think they all do a great job.
- It's all ok.
- It's very nice--being disabled. Thanks.
- I've only been to the Fairfax market.
- Haven't visited one.
- I am happy as is for now.
- I enjoy them tremendously.
- I hardly shop at them because we raise our own vegetables--I do pick fresh strawberries at strawberry farm.
- None.
- None.
- Not fair of me to give opinion since I have not used them on a regular basis.
- Nothing.
- Nothing--prefer commercially raised food.
- No advice.
- No complaints.
- No opinion.
- No opinion.
- It is all good.
- They were ok.

- We grow our own fruits and vegetables so we have no use for area farmers markets.
- They are good as is.

"Better Hours" (n=23)

- Available more often.
- Be open later in the evening.
- Better hours
- Better hours for people getting off of work after 5p.m.
- Convenient hours for a working person.
- Have more convenient hours, maybe more on the weekends.
- Longer hours, open on weekends.
- Longer season.
- Longer selling season.
- More convenient locations, faster service.
- More days and more hours--we live in the country and can't always get there on specific days.
- More of them.
- Make times available for those who work odd hours.
- More available times--people with jobs or businesses cannot get to places or out of town.
- More times open.
- My hours are 6 a.m. to 6 p.m.; most stores and markets are closed by the time I get off work.
- Offer more often--not just once a week for two hours. Not charge so much for a dozen ears of sweet corn.
- Open a little longer--hard to get to them while working.
- Open Saturday morning--I work full time and can't get to the market early for best choice.
- Make more of them and extend the hours.
- Twice weekly.

"Better Location" (n=17)

- Alco parking lot was not good; limited space for vendors and parking.
- Bring Olivia market back downtown.
- Downtown Olivia would be the best. F&M Bank would be great.
- Fairfax--put in next to park instead of on the street by the bank.
- Have someplace indoors when it's raining. Keep advertising; need a location that can be seen from the highway.
- Have them in a park or something instead of a parking lot.
- I don't go to the market itself; the farmer lets me come to them so I shop right at the farm. Nothing beats that. I'd hate to shop on a tar or concrete parking lot-
- It would be nicer if it was located downtown again in the first location.
- Put the Olivia market back by the bank.
- I'm not in town when it is open--changed location in Renville. Out of sight, out of mind.
- In Fairfax vendors are on a busy street with busses and people picking up kids, so it is not safe. Could do it at Lions Park or Squirrel's parking lot.
- Incorporate into local grocery stores.
- Need more visible site in Renville--downtown?
- The 1st location of Olivia was good--last year it was poor, windy.
- Since walking any distance is hard for me, I want to be able to drive near and park by the vendors.
- Better location to be aware of it sooner to have time to pull off the road and park. Better signs, more colorful.

"Better Prices" (n=9)

- Change the time they are open, more in the late afternoon, more times a week.
- Cheaper--very expensive.
- Lower prices.
- Lower prices (most people that I know raise gardens).
- Lower prices, more fruits.
- Lower prices.
- Less expensive

"Other" (n=7)

- Fresher and cleaner food.
- Keeping the same site.
- Make sure vendors are selling according to state guidelines.
- More bathrooms, more promotional carts, more variety/vendors.
- Recipes with foods, discounts, varying hours (more into the evening).
- Signs indicating restrooms.
- Vendors not eating at stands, more opportunity to bargain, more vegetables so a person could buy bushel.

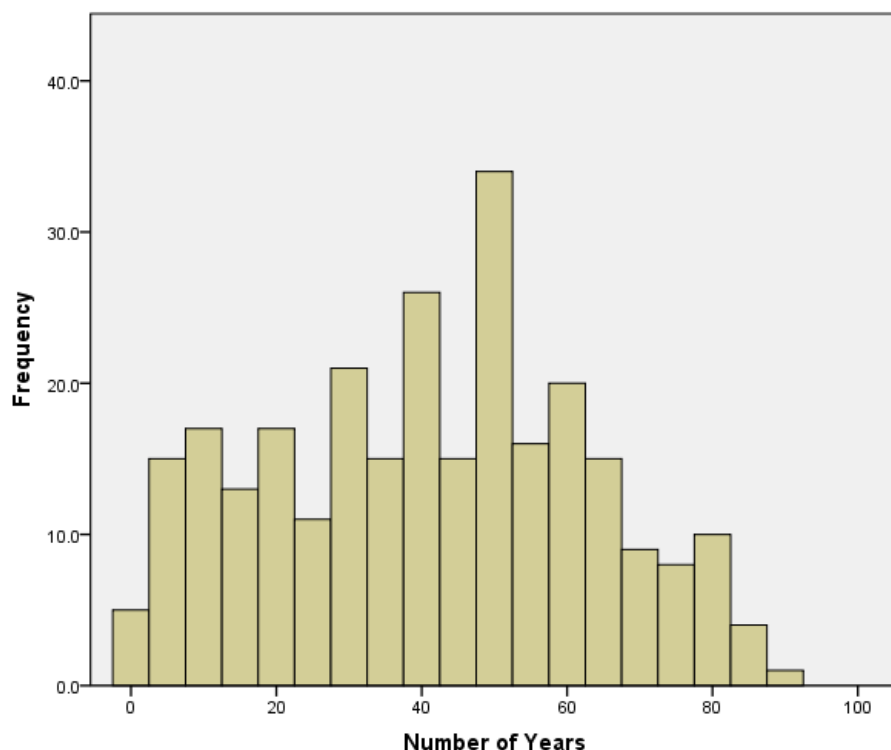
Additional Comments

- We live in McLeod but own land in Renville.
- We have our own vegetables available during the season when farmers markets have theirs. But we have bought jellies and baked goods.
- We grow what we want to eat.
- We are retired and no longer live in Renville County.
- Thanks again for sending me additional material.
- It seems to me that this survey should have arrived after the farmers markets were open for a few weeks. One single elderly lady certainly isn't going to be a big shopper! Hardly representative of a family's shopping habits!
- I was a grower for 25 years.
- I very seldom go as I do raise some produce and they are usually too expensive for me as I am on a limited budget.
- I live in Kandiyohi County, but for 15 years I've owned a business in Renville County.
- I live alone now since February 28, 2011, in a 2 bedroom house in Olivia, MN.
- I live 9 miles outside of town and 4 p.m. is too late in the day to drive into town.
- I have a garden with all vegetables in it.
- I have 12 daycare kids.
- I go right to Lundstrom's North of BI. I don't like picking through stuff in a hot crowd. Then I get exactly what I want.
- I feel that farmers markets are a great source of fresh and organically grown options that this community needs to have. I wish more people I know could go more, but work and family functions take away that opportunity. Too bad you are not able to put markets up at ball games! Just a suggestion.
- I don't cook or buy any fresh fruits or vegetables at all. I have no feeling in one of my hands and burn myself too easily.
- I am a marketer at Redwood.
- I am a carpenter; I live on a 5 acre farm site.
- I am 88 and my wife is 86. We have been in Renville health services since 2010. Just a note to say, we are very much in favor of any home grown foods and local markets. Anything done to increase these markets is a step in the right direction.
- 36 live in my complex. 12 independent units, 16 assisted living apartments, 6 in memory care unit.

Question 17: Which of the following best describes where you currently live? (Please circle.)

	Number	Percent
In town	149	55%
Outside city limits, not on a farm	21	8%
Outside city limits, on a farm	101	37%

Question 18: Approximately how many years have you lived in Renville County?

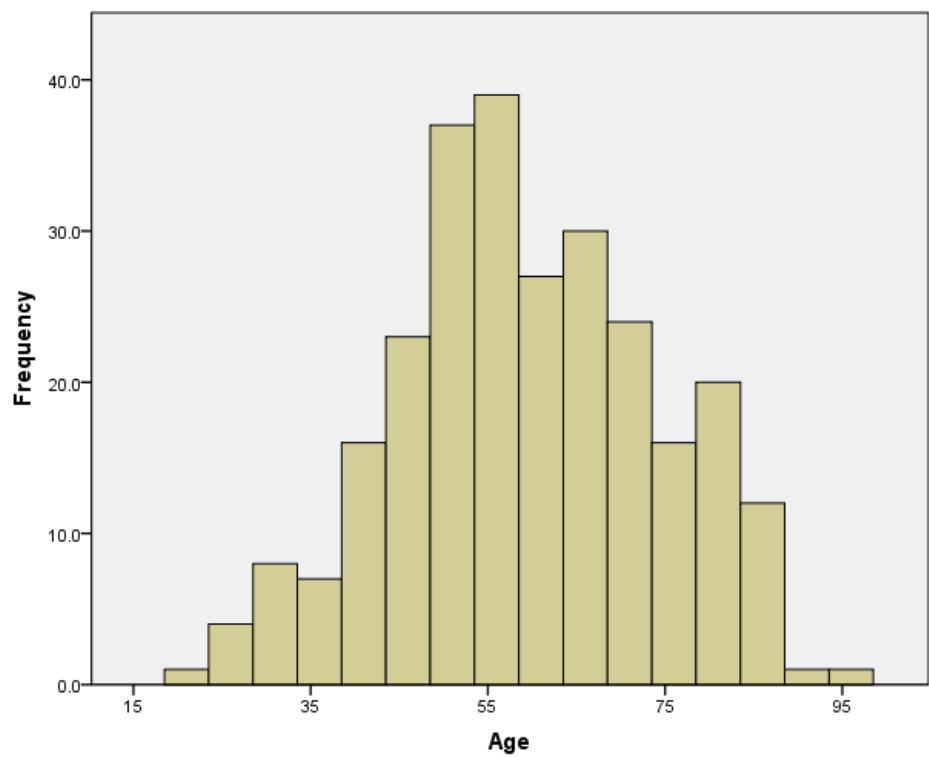


N	Minimum	Maximum	Mean	Std. Deviation
272	0	89	41.21	21.50

Question 19: What is the highest level of formal education that you have completed? (Please circle.)

	Number	Percent
Less than high school diploma	13	5%
High school diploma or GED	85	32%
Some college, no degree	58	22%
Associates degree	40	15%
Bachelors degree	49	18%
Graduate or professional degree	21	8%

Question 20: What is your age?



N	Minimum	Maximum	Mean	Std. Deviation
266	21	97	59.4	14.7

Question 21: How many people live in your household?

	Number	Percent
One	63	23%
Two	131	49%
Three	33	12%
Four	20	7%
Five	17	6%
Six	3	1%
Seven	2	1%

Questions 22: How many people in your household are under the age of 18?

	Number	Percent
None	209	81%
One	20	8%
Two	16	6%
Three	9	4%
Four	2	1%
Five	2	1%

One respondent indicated they have 12 daycare children.